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62,83 1953
IT PAYS TO PLANT

**Sunshine
Cotton**



The Variety for More

PROFIT



Sunshine Cottonseed Company

State Registered and Certified

Cottonseed

Rowden Strain

McKinney, Texas

SUNSHINE COTTONSEED COMPANY, INC.

STATE REGISTERED AND CERTIFIED SEED

ROWDEN STRAIN

MCKINNEY, TEXAS

COTTON: . . . Cotton is an absolute necessity in the American way of life. It is extremely important to the every day life of every one living in the cotton belt. While it is most important that farmers do not over-produce, it is also important that they produce at least as much as the world can pay for.

COTTON: . . . Cotton directly supports more Texas citizens, normally, than do any two or three other interests. It keeps, normally, hands and capital and soil all at work.

COTTON: . . . Cotton production, to keep up with the trend of time must and is undergoing a complete change and acreage is only one factor. The weather, the boll weevil and other cotton pests, the use of fertilizer as to quality and quantity, the selection of land for planting, the diligence of the cultivator and the quality of the seed are just some of the other factors entering into the equation.

COTTON: . . . Cotton producers must carefully weigh all this and realize there must be an increase in "per acre production."

COTTON: . . . After all it is the field yield that counts and our New Improved Sunshine Rowden Cotton is bred to meet the demand for a harder, better spinning staple and high field yield, thereby giving you better cotton and more cotton.

In asking you to plant New Improved Sunshine Rowden Cotton, we have your best interests at heart, for we firmly believe that once you have tried it and compared results—in dollars and cents you, like thousands of other farmers, will plant nothing but **NEW IMPROVED SUNSHINE ROWDEN COTTON.**

A Timely Solution

Cotton — one great source of **FOOD, FEED AND FIBRE**.
Cotton — one of the South's greatest agricultural products —
the source of many marketable items necessary in the American
way of life.

Practical

Because by planting New Improved Sunshine Rowden Cotton
you are sure of getting good results — results that will mean
“more dollars per acre.” A few dollars will start you growing a
better grade of cotton. By so doing you won't be making a
gamble of money, time or land.

Economical

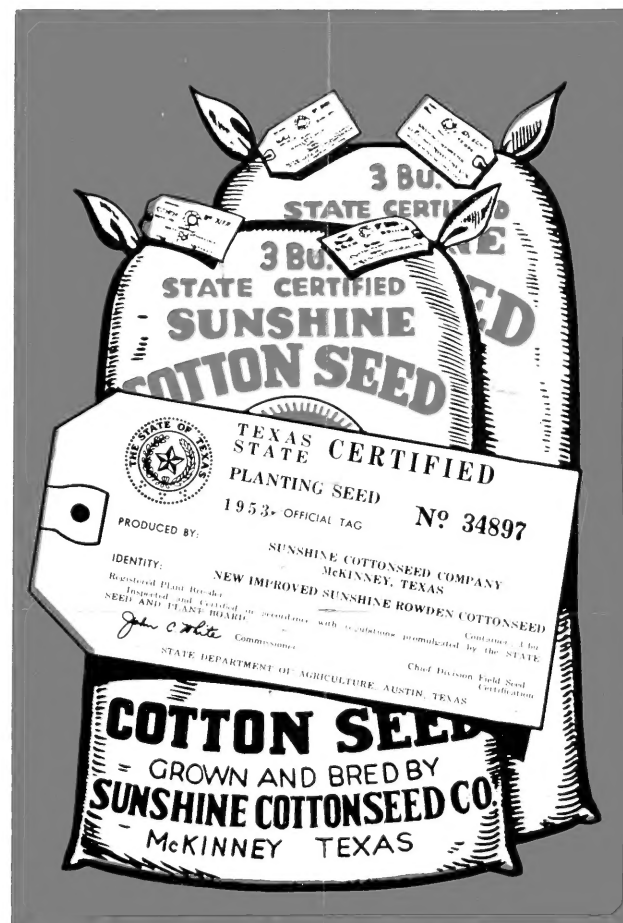
Because by planting New Improved Sunshine Rowden Cotton
— State Certified — germination assured, a limited amount will
plant your crop, while just “Cottonseed” means that you are
running the risk of a poor stand, wasted time and effort. Know
what you are planting and insure your crop.

Prolific

Maximum effort in producing more per acre with less labor is
essential, **SO**, when you plant New Improved State Certified
Sunshine Cotton, which will assure you of high field yield, you
are making an important and profitable step.

EVERY BAG IS CERTIFIED BY THE STATE OF TEXAS

A State Certification tag and a germination tag appears on every bag of Sunshine Cottonseed, which assures genuine, certified seed, direct from the originator and breeders.



Sunshine Cottonseed Company

State Registered and Certified

**Cottonseed
Rowden Strain**

McKinney, Texas

ROWDEN STRAIN

State Certified New Improved Sunshine Cottonseed is of Rowden strain, improved by years of scientific breeding. Our breeder has had years of experience in this line of work.

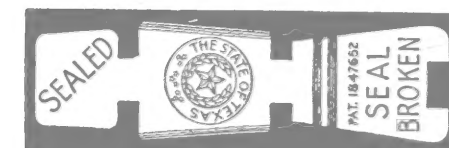
The fields of New Improved Sunshine Cotton are carefully rogued at growing time, all cotton is ginned on an exclusive gin. Our fields have been inspected and have met with the requirements of the State Department of Agriculture. Also, our ginning and warehouse facilities are approved and we leave nothing undone to safeguard the purity of our seed.

All seed shipped are cleaned and culled on a new type cleaner culler. Seed are treated to kill seed-borne diseases with Ceresan M according to the manufacturer's recommendations. Seed are sacked in branded bags, three-bushel bags, actual weight. Each bag is sealed with the seal approved by the State Department of Agriculture, with the State Certified Blue Tag and a germination tag attached.

We can supply you both natural or fuzzy seed and delinted seed.

Supply yourself with enough State Certified New Improved Sunshine Cottonseed to plant 12 to 15 percent of your acreage.

**WHEN YOU PLANT COTTON
KNOW THE QUALITY OF THE SEED YOU
ARE GETTING**



Look for the official Blue Tag — this tag appears on every bag of New Improved Sunshine Cottonseed. This seal assure you sack non-tampering until opened.

NEW IMPROVED SUNSHINE COTTON

New Improved Sunshine Cotton, Rowden strain, is a well-balanced, high yielding cotton, with unusual drouth resisting quality — producing uniformly good results year after year.

Three tests made of cotton are — in the field yield — at the gin in turnout — and on the market and New Improved Sunshine Cotton has been bred to meet these tests.

One of the outstanding results of the last few years of careful breeding work is the fact that New Improved Sunshine Cotton is semi-storm proof, yet it is an easily picked cotton. Stalks of uniform height have 8 to 10 fruiting branches, big thin-rind, five lock bolls, averaging 60 to 76 bolls to the pound of seed cotton.

Sparse foliage, yes, but enough to assure protection from the sun during hot dry summers, but not interfering with early maturity. Sparse foliage is an advantage with cotton pests, because if you poison or dust, and you make money if you do, the sparse foliage allows the ingredient you put in your duster to get to the source of trouble with little or no interference.

New Improved Sunshine Cotton is a cotton that has been tested and proven, a cotton running even in staple length, averaging $3\frac{1}{34}$ with a lint turnout average of 35% to 40%.

We stress the point that New Improved Sunshine Cotton is noted for its **HEAVY FIELD YIELD**. While climatic conditions and type of soils have a great deal to do with the average field production, given a chance over a period of a year, New Improved Sunshine Cotton will make the farmer **"MORE DOLLARS PER ACRE."**